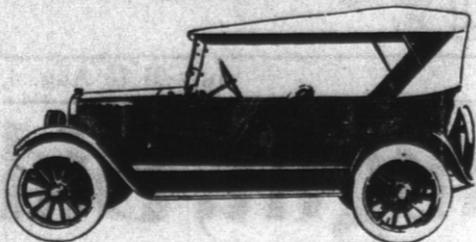


SELL HUNDRED THOUSAND STAR CARS IN FIRST YEAR OF COMPANY'S EXISTENCE



THE DURANT FOUR

A FINE RECORD

This telegram tells the story of the Star car during the past year:

"R. C. Durant,
"In care of Walter M. Brown Motors, Inc.,
"Los Angeles, Calif.

"Due to your efforts and those of your associates in the various Durant plants, today is an epoch day in the history of Star Motors, Inc., marking as it does the manufacture and sale of the one hundred thousandth Star car. In view of the fact that Star car production did not start until August of last year, today's achievement is unquestionably the most remarkable not only in the history of the automotive business, but in the entire history of American industry. You have my heartiest congratulations and sincerest gratitude for the part you and your organization have played in making this record possible.

"CARROLL DOWNES,
"President of Star Motors, Inc."

After amazing the financial world by his success in financing Durant Motors, Inc., and other affiliated companies, W. C. Durant, the wizard of motordom and the man who originally organized the Buick, Chevrolet and several other large automobile companies, has, during the year ending with August, added another success to his score of successes in the automobile industry.

With the demand for Durant cars continually ahead of the company's ability to produce, with Durant factories working day and night to keep up with this demand, and with new factories being rapidly rushed to completion, one might imagine Mr. Durant would consider Durant's success unmatched. But the success of Durant is only part of the story.

Star cars, another comparatively new Durant product, made their first appearance only a year ago—and yet 100,000 of them have been manufactured and sold since August, 1922. There is a record for anybody to shoot at. No such tremendous success has ever attended any company during the first year of its existence as a producer of automobiles.

The Durant achievement is unparalleled in motordom.

When Durant first started to organize his new companies, the word was passed around through financial circles in the east that it was nothing but a stock scheme. That Durant was a great stock manipu-

lator, but a poor manufacturer—this despite his previous records in rearing the Buick and Chevrolet from infancy.

The sales of Durants and Stars during the past year prove again that W. C. Durant deserves to be called the "wizard of motordom."

Durant's line shortly will be augmented by the Flint Six and the Eagle car. The Durant interests now own the Locomobile company. Durant is rapidly carrying out his plans for assembly plants at strategic points throughout the country. This scheme was originally Durant's, and is now followed by many producers of cars—notably Ford and Chevrolet.

In the class of inexpensive cars—Ford, Chevrolet and Durant—the plan of making all motors at one central plant and forwarding them for assembly to cities in many sections of the country where plants are operated has proved advisable both from the standpoint of the manufacturer and the buyer. Service is improved and parts readily available when needed.

E. M. Gipe is in charge of Durant and Star sales in Torrance and Lomita. Mr. Gipe is proprietor of the Walteria Service Station on the Long Beach-Redondo boulevard.

Naturally, the Durant products are being exhibited at the Fiesta. Mr. Gipe announces that models of the new Mason Road King will soon be ready for delivery here. The Mason Road King is the commercial car of the Durant line, and is rated as a truck of splendid performance.

HERE'S A GOOD ONE

A Louisville tire repair shop advertises its slogan—"Invite Us to Your Next Blow-Out."—Motor West.

TOLSON SELLS INTEREST

M. J. Fix has purchased the interest of H. M. Tolson in the Palmer service station. It was announced yesterday.

THEY'RE COMING

Early in July an almost unbroken stream of motor tourists passed over the National Old Trails route bound for California, a count at Daggett in the Mohave desert showing 310 cars from 36 states.

The gasoline consumption for motor vehicles in 1921 was 4,500,000,000 gallons. In 1922, 5,300,000,000.

Double Your Happiness-Economically

Satisfy your craving for a home and a place for the youngsters to play. Live at less cost in an uncongested section far from the noise and dirt of city traffic and factories. The low cost of living and the saving in doctor's bills will offset the cost of operating a Chevrolet for going back and forth to work, shopping, or taking the children to school.

for Economical Transportation

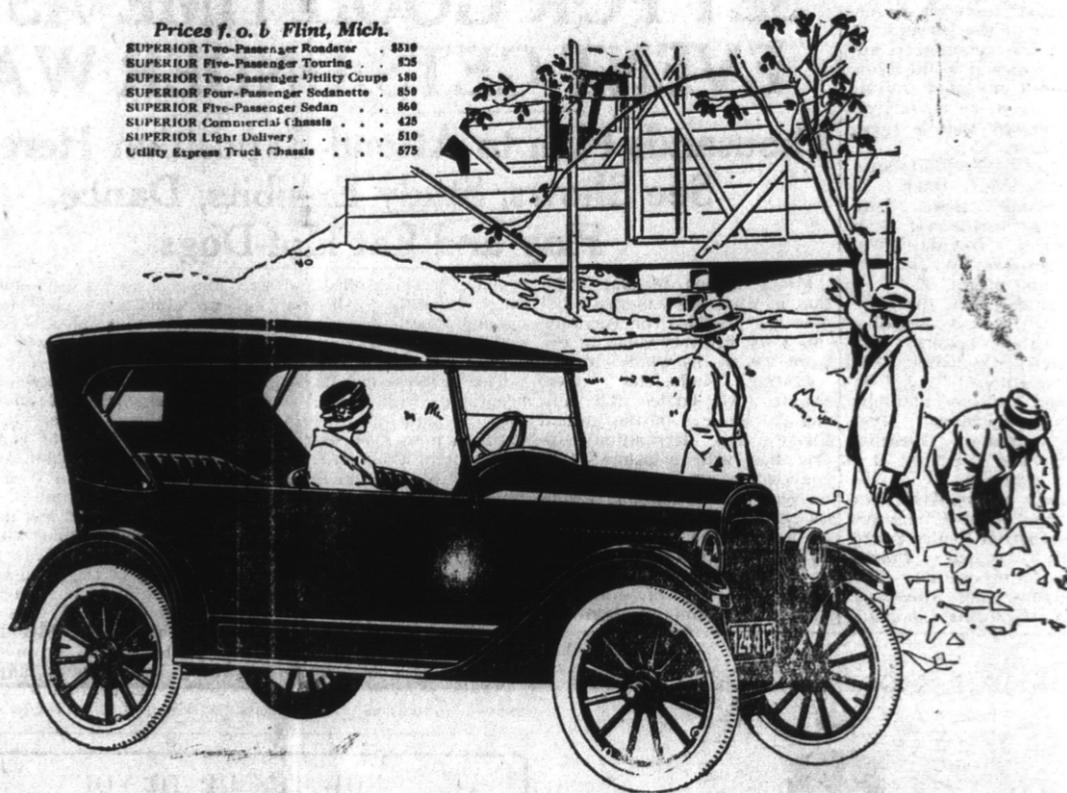


besides being economical to buy and maintain, is a quality automobile anyone can be proud to own. It is modern in appearance and construction. It is so easy to drive that any member of the family can use it.

Call at our showrooms and inspect this automobile which has doubled the happiness of thousands of families at little, if any, added cost.

Prices f. o. b. Flint, Mich.

SUPERIOR Two-Passenger Roadster	\$310
SUPERIOR Five-Passenger Touring	\$25
SUPERIOR Two-Passenger Utility Coupe	180
SUPERIOR Four-Passenger Sedanette	250
SUPERIOR Five-Passenger Sedan	260
SUPERIOR Commercial Chassis	425
SUPERIOR Light Delivery	510
Utility Express Truck Chassis	575



DAY & NIGHT GARAGE

ACCESSORIES PARTS REPAIRS

Torrance

Chevrolet Dealers

California

Palmer's Service Station



Next to Fiesta Grounds

SPECIAL FIESTA WEEK SALE UNITED STATES CORD TIRES

30x3 1-2 U. S. Cord Tires	\$12.50	34x4 U. S. Cord Tires	\$23.80
32x3 1-2 U. S. Cord Tires	\$18.50	32x4 1-2 U. S. Cord Tires	29.00
31x4 U. S. Cord Tires	20.30	33x4 1-2 U. S. Cord Tires	30.00
32x4 U. S. Cord Tires	22.40	34x4 1-2 U. S. Cord Tires	31.80
33x4 U. S. Cord Tires	23.15	35x4 1-2 U. S. Cord Tires	32.70
		33x5 U. S. Cord Tires	37.70

TIRES FULL OVERSIZED AND ALL GUARANTEED

PALMER'S SERVICE STATION

Fred Palmer, Mgr.

TORRANCE

Just North of Main Entrance to Fiesta Grounds

TORRANCE